



CALL FOR SESSION PROPOSALS

Proposals must be received by January 9, 2012

California Trails & Greenways Conference *Navigating Radical Change -- The New Normal*

www.parks.ca.gov/trails/conference

April 18 through 20, 2012

Woodland Hills Marriott

Planning for the 27th *California Trails & Greenways Conference* is well underway. We are now seeking session proposals on the full range of trail & greenway topics, and are requesting proposals on timely and relevant subjects about which you have proven expertise. Your contribution of knowledge and information will ensure that dedicated trail advocates and professionals continue to receive the high quality, up-to-date trail management guidance they have come to expect from the Trails & Greenways Conference. It is also an opportunity to highlight your own leadership, dedication and expertise to California's trails community.

Proposals covering the full range of trail topics from novice to expert are encouraged, along with topics related to this year's conference theme: *Navigating Radical Change -- The New Normal*. With this theme we hope to elicit proposals that stimulate creative discussions and creative thinking, and that will challenge our perceptions. We are living in a tumultuous time, unprecedented in many respects. Believing that "knowledge is power," we are seeking session proposals that will explore the multiple challenges facing trails and public lands, what is known about the trends affecting those challenges, and how to pursue creative solutions while preserving the integrity of the resources we hold dear. We are also interested in session proposals that will provide insights into innovative approaches and new collaborations that may inspire creative solutions for navigating the path ahead.

Conference sessions are from 1 to 1½ hours in length, and will take place either Thursday (April 19th) or Friday morning (April 20th). Both expert and novice trail leaders attend the Conference to learn basic skills as well as practical, cutting-edge techniques. It is essential that the session you propose focus on the "teachable skills" you will provide. Listed below are some suggested topics that came from last year's conference survey. Also included are guidelines for planning a conference session. Sessions presented during past conferences can be reviewed at www.parks.ca.gov/trails/conference.

In order to keep the conference as affordable as possible, we have been very fortunate that presenters have been willing to donate their time and expertise in the preparation and presentation of high quality sessions. However, as a token of our sincere appreciation, all presenters will receive a \$25 credit that may be applied to any of the online registration options available at the 2012 Trails Conference.

To submit a session proposal, simply complete the Session Proposal Form found on pages 5 & 6 and return by mail, email or fax as directed at the bottom of the form. **Session Proposals must be received by January 9, 2012.**

Please carefully review the attached materials, designed to assist you in preparing a successful proposal:

- Conference Session Guidelines
- Tips for Successful Conference Sessions
- Session Topics Requested by 2011 Conference Attendees
- Session Proposal Form (pages 5 & 6)

The 2012 Conference will take place at the Woodland Hills Marriott, April 18 to 20 (Wednesday through Friday). If you have any questions regarding your proposal, please contact Conference Co-chair Cheryl Essex at 916.651.0386 or trails@parks.ca.gov.



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Conference Session Guidelines

Following is general information about conference sessions. Additional questions regarding sessions can be directed to Cheryl Essex at 916.651.0386 or trails@parks.ca.gov. Questions regarding audio/visual and other technical needs can be directed to Barry Trute at 916.653.3495 or btrute@parks.ca.gov.

➤ **Audio/Visual & other Technical Arrangements:**

The following equipment is provided in each session room: projector, screen, remote control/pointer and laptop with a **Windows XP** operating system and Microsoft **PowerPoint 2003**. Additional equipment **may** be provided **ONLY** by prior arrangement. Any software updates will be communicated as they become available.

Barry Trute will contact each presenter to discuss audio/visual needs. It is essential to the success of any presentation utilizing audio/visual equipment that presenter needs and expectations are fully discussed with Barry at least **one month** prior to the conference.

Prior to arriving at the conference, YOU ARE STRONGLY URGED to schedule time at the conference to download and test your files. Colors and text sometimes look quite different projected on a large screen compared to a small computer screen. Audio/visual staff will be available Wednesday, April 18th, and two hours before the first concurrent session Thursday and Friday (April 19 – 20) to download and test presentation files. Failure to do so will only add to the stress of your presentation.

We ask that electronic files be provided to us on compact disk or DVD, as opposed to flash drive. Please note on the disk, your name, a cell number we can reach you at, and the name, date and time of your presentation. Compact disks or DVDs are preferred, as flash drives are hard to label and may not be returned.

- **Audience Size:** Presenters should be prepared for a maximum of 75 for concurrent sessions. If you are preparing handouts, please bring enough for your session. Any remaining copies will be made available to other conference attendees. For a greener conference, please consider recycled paper, double-sided copying and web citations instead of extensive text.
- **Handouts & Electronic Presentations:** We ask that your electronic presentation and handouts be sent to us prior or immediately following the conference so they may be posted on our website. Please include your contact information in the document.



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Tips for Successful Sessions

- **Set** clear learning objectives for your presentation. What is the specific value of the information you will present? Describe what efficiency, performance or other improvements will result from your presentation. Then make sure your audience walks away with tangible elements that are of practical use. *Proposals that highlight projects without providing clear teachable skills will be rejected.*
- **Consider** your audience. What are the teachable skills you will be providing and who are the people that will benefit the most by receiving these skills. Also consider interactive discussions or activities to engage the group in problem solving.
- **Define** terminology and acronyms. The audience is there to benefit and learn from your experience, and it should be assumed that much of your terminology will be new to at least some, so limit phrases and acronyms, and speak plainly. Articulate your objectives without jargon.
- **PowerPoint tips:**
 - Prior to the conference, schedule an appointment with Barry Trute either the day before or at least 3 hours before your presentation to download and test your electronic files. See details in *Conference Sessions Guidelines* above.
 - Time your PowerPoint. An audience's average attention span to any single PowerPoint slide is about 2 minutes or 15 slides for a 1/2-hour presentation. So limit the number of slides and projected text. **DO NOT** read your PowerPoint. *A successful PowerPoint presentation augments your session, it does not dictate it.*
 - Test your PowerPoint presentation with a projector to ensure image clarity when slides are enlarged and projected in a fully lit or dimly lit room.
- **Limit** the size of panels to enable reasonable time for each panelist to present their segment of the session. *We strongly urge not more than three panel members for any of the 1 to 1¼ hour sessions.*
- **Clarify** panelists' roles and make sure they are fully informed about the time they have, the order of their presentation (for a structured rotation of panel presentations), and the particular expertise they bring to the discussion **BEFORE** the session begins.
- **Stay** on topic, provide relevant information about trails; and do **NOT** focus the presentation on yourself, your organization or your project. *Emphasize teachable skills that will directly benefit your audience.*
- **Allow** a minimum of *10 minutes* at the end of the session for questions and answers.



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Session Topics to Consider

➤ 2012 Theme: *Navigating Radical Change -- The New Normal*

- Global and national trends affecting trail endeavors
- Integrity, ethics and values in the course of innovation and creative solutions
- Criteria for successful partnerships & what to avoid
- Sustainability and innovation
- Conscious evolution
- Trails' role in community and individual health
- Successful trail programs that engage diverse audiences (i.e. youth & families, race, age, ability, socio-economic, language, use)
- Designing for change
- Trail roles for the unemployed
- Trails, transit & regional transportation plans, work with CalTrans & other transportation agencies
- Social networking, GPS/GIS mapping, today's technology & Geocaching
- Negotiating easements and acquisitions

➤ Interpretation

- Keeping trails relevant & interesting -- enhancing the connection with nature, culture & history
- "Telling the story" -- informing users about unique habitats, histories & cultures
- Integrating trail use and ecology -- appreciating the value and nuance of the natural environment

➤ Finance

- Making the tough budget decisions
- Federal, state and local funding opportunities
- How to do more with less
- Connecting with private philanthropy
- Cost management and cost avoidance
- Grant writing skills
- Trails for community economic development

➤ Community

- Improving access to trails through residential areas and low income neighborhoods
- Assessing and overcoming trail conflict
- Getting beyond conflict and uniting the trail community

- Building public support & fostering collaborations among trail users, businesses, constituents and management
- Understanding cultural norms and overcoming inhibitions to open space
- Trail events
- Volunteers -- recruiting, managing, training and keeping them engaged
- How to engage enthusiasts as advocates

➤ Sustainability and Resource Management

- The education of first generation trail users
- Fire management and recovery
- Enhancing trails' compatibility with nature
- Species protection & recreation
- Managing and mitigating overuse

➤ Trail & Greenway Planning, Construction & Maintenance

- Natural surface trails
- Design & construction of long distance trails
- Overcoming trail obstacles
- Creating sustainable single-track trails
- Way-finding
- Construction tools and materials for trail building
- Basic trail maintenance
- How the public can work with agencies to craft good trail plans
- Integrating architecture and landscaping into urban trail design
- Making the most of challenging sites ("Making lemonade from lemons.")
- Designing appealing trails
- Trail management plans
- Planning, lay-out and design
- Case studies of reclamation, realignment, mitigation, design, etc. with existing or new trail development
- Wilderness trail techniques
- What is new in trail building tools and equipment
- Understanding CEQA, permits and other regulatory requirements
- Water trails



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SESSION PROPOSAL FORM

Proposals must be received by January 9, 2012

"Fill & Print" pdf document

Session Title

[Limit title to 8 words.]

Session Description

[Limit session description to 100 words. A more detailed outline will be requested for selected sessions.]

Educational Objectives

[What will attendees learn from your presentation? List 2-3 specific points that will assist registrants in their trails work. Proposals that focus on projects, without providing concrete, teachable skills, will be rejected.]

Audience Level

[Will your session be geared toward a specific skill or level of expertise?]

Session Structure

[Panel discussion, demonstration, audience interaction, etc. Describe.]

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SESSION PROPOSAL FORM

Session Chair

[For the individual responsible for the session, provide name, title, affiliation, address, phone, email, a short 3-4 sentence biography that establishes credibility.]

Additional Session Presenters' Information & Brief Bio

[Provide the following information on each of the co-presenters: name, title, affiliation, address, phone, email, short 3-4 sentence biography that establishes credibility.]

Proposed Length of Session

[The longer sessions have fewer available times.]

☐ 1 Hours ☐ 1 ¼ Hours

Information may be provided on additional pages, if needed.

Please submit proposals by January 9, 2012 to:

Cheryl Essex, Conference Co-Chair
California State Parks, Statewide Trails Section
USPS mail: P.O. Box 942896, Sacramento, CA 94296-0001
Street Address: 1416 - 9th Street, Room 1442-7, Sacramento, CA 95814
Phone: 916. 651.0386 Fax: 916.653.4458
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